

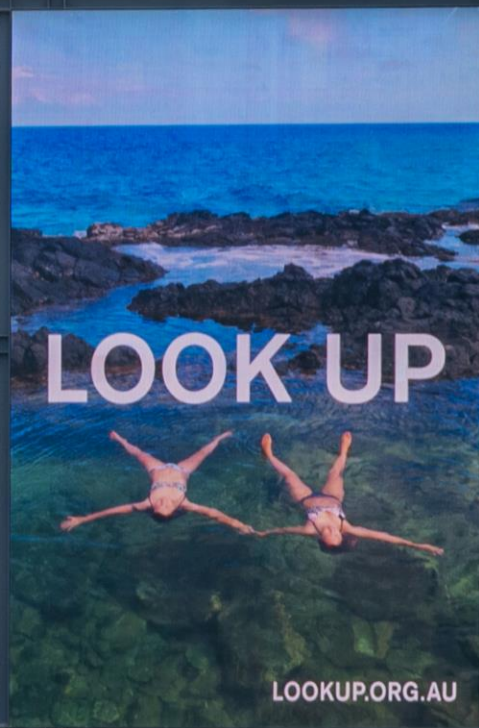


ANATOMY
OF OOH

Survey results reveal people are Looking Up more

January 2020

OMA **MOVE**
Measurement of Outdoor Visibility and Exposure



freedom

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The 'Look Up' campaign achieved broadcast reach

Phase 1

4 weeks
Jan/Feb 2019

90%

Total reach of
People 14+*

12.8M people

Phase 2

8 weeks
July/Aug 2019

87%

Total reach of
People 14+*

12.3M people

Combined:

Phases 1 & 2

93%

Total reach of
People 14+*

13.4M people

A photograph of a train station platform. A train is stopped at the platform, and a person is walking a dog. The scene is lit with overhead lights. The text 'WHAT DOES THE CAMPAIGN TELL US?' is overlaid in large white letters. The words 'LOOK UP' are visible on the train windows, and 'THE GAP' is visible on the platform floor.

WHAT DOES THE CAMPAIGN TELL US?

LOOK UP

LOOK UP

Way out

THE GAP

Out of Home drives recall

After Phase Two of the campaign



people surveyed remembered seeing Look Up (*45%). An increase from 1 out of 3 after Phase One.



Out of Home influences behaviour

Of people who recalled Phase Two
of the campaign

67%

said they're trying to Look Up
more; an increase from 50% after
Phase One.

Source: Dynata Adhoc surveys: Phase One February 2019, n=2,003; Phase Two September 2019, n=1,199.



Out of Home sparks conversations

Of people who recalled seeing
Look Up in Phase Two

48%

said they talked about it to
friends or family, an increase
from 30% after Phase One.



Out of Home inspires action

Paid and organic searches were

10x

higher for 'Look Up' than average,
showing that the campaign
piqued curiosity at launch.

Source: Phase One launch, with Phase two seeing 3x higher online searches



Campaign effectiveness improved from Phase One to Phase Two

Awareness
grew by

34%

from 33% in Phase One to 45% in Phase Two*

*Phase Two was a smaller campaign, with approximately 85% less signs to Phase One (launch).

Behaviour
changed with

34%

more people saying they were trying to Look Up

There were more
conversations
with

60%

more people saying they talked about Look Up with friends or family



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